

REGION 16XX: 1998 PROMOTION DELIVERY DATES

3RD QTR '98 PROMOTIONAL CALENDAR

JULY - SEPTEMBER

***** REVISED *****

SEPTEMBER

****EXCEPTION TO DIRECT ACCOUNT ARRIVAL DATES: McLANE NE****

McLANE NE DIRECT ACCOUNT ARRIVAL DATE: 3 WKS PRIOR TO RETAIL DISTRIBUTION DATE

| SEPTEMBER | | | | PROMOTIONAL CALENDAR | | | | | | |
|--------------------|---------------|--|--|---|--|---|--|--|--|---|
| MONTH OF PROMOTION | PROMOTION # | PROMO. TYPE | DESCRIPTION | PARTNERS REPORTING DESCRIPTION (16 SPACES REQUIRED) | ADDITIONAL INFORMATION | TO DIRECT ACCOUNTS (PRODUCT/ PREMIUMS/ SLEEVES) | TO RETAIL ACCOUNTS/ ASSEMBLED DISPLAYS | NO. OF OFFERS PER DISPLAY | BRAND STYLES (All Promotional Product is 6M) | PROMOTIONAL DISPLAYS / CASE UPC #12300- |
| SEPT | 801271 | VAP / CTS PACK | DORAL PRICE CHECK JACKPOT | DOR SEPT JACKPOT | \$25,000 RETAILER INCENTIVE PROGRAM: 4 WINNERS (1 PER SALES AREA). SINGLE PACK PROMOTION SELLING AT EXISTING CEILING STRATEGY DISCOUNT PRICE. PRE-SLEEVED PROMOTIONAL PRODUCT W/40% OFF NEXT 2-PACK PURCHASE. | 8/17/98 | 8/31/98 | 40 LIVE PACK OFFERS VAP (210,000) CTS (33,600) | DORAL LT 100 DORAL LT MEN 100 DORAL 100 DORAL ULT LT 100 | 23797 (SLEEVES) 25467 DOR LT 100 25469 DOR LT MEN 100 25468 DOR 100 25470 DOR ULT LT 100 |
| | 801315 | S/MKTS (IDENTIFIED PARTICIPATING SUPERMARKETS) | DORAL PRICE CHECK JACKPOT/ SUPERMARKETS | DOR SEPT JPOT/SIM | SAME AS VAP/ CTS PROMOTION #801271, EXCEPT NO DISPLAYS ALLOCATED. UTILIZE EXISTING PLATFORMS: SINGLE PACK PROMOTION SELLING AT EXISTING CEILING STRATEGY DISCOUNT PRICE. | 8/17/98 | 8/31/98 | 80 LIVE PACK OFFERS (33,600) | DORAL LT 100 DORAL LT MEN 100 DORAL 100 DORAL ULT LT 100 | 23797 (SLEEVES) 25467 DOR LT 100 25469 DOR LT MEN 100 25468 DOR 100 25470 DOR ULT LT 100 |
| | 800438 (#809) | SALEM TEAR TAPE/ VAP | SALEM .30¢/PK TEAR TAPE (3RD DRIVE OF 3RD QUARTER) | SAL 98 .30/1 PK | PRODUCT WILL BE SHIPPED TO DIRECT ACCOUNTS OFF-INVOICE. 4-CARTON DISPLAY. ENSURE \$3 OFF-INVOICE IS PASSED ON TO RETAILERS BY DIRECT ACCOUNTS. DISPLAYS SHIPPED IN APRIL. SHOULD BE MAINTAINED BY RETAILER FOR FUTURE SALEM SHIPMENTS. | 8/31/98 | 9/14/98 | 40 OFFERS (ALLOCATION TBD BY TEMPLATE ENTRIES) | SALEM FF SALEM LT SALEM FF 100 SALEM LT 100 | REFER TO 3RD QTR WORK PLAN FOR CTNPK UPCS 24194 SALEM FF 24196 SALEM LT 24195 SALEM FF 100 24197 SALEM LT 100 |
| DPC | 801675 | DPC | SALEM .30¢ OFF/PACK | SAL_SEP_.30/1_PK | VPR3 (40 PER SHEET). OFF INVOICE PRODUCT. FOR PARTICIPATING DIRECT ACCOUNTS FOR LOW-VOLUME RETAILERS. | 8/24/98 | 8/31/98 | 40 OFFERS (25,360) | TBD BY RJR MGR | N/A |
| | 801139 | DPC | DORAL .30¢ OFF/PACK | DOR_SEP_.30/1_PK | VPR3 (40 PER SHEET). OFF INVOICE PRODUCT. FOR PARTICIPATING DIRECT ACCOUNTS FOR LOW-VOLUME RETAILERS. | 8/24/98 | 8/31/98 | 40 OFFERS (30,360) | TBD BY RJR MGR | N/A |

Revised 6/26/98 SEPT98.XLS
cc: Outside Regions

08/9 19815

Sept Winston \$1.00 2 Pk
2 fls

ALL PROMOTIONS WORKED BY REGION #1610

*P: REGKAMS
From: Campbell, Judy
Edited: 6/26/98 13:48
Subject: 3RD QUARTER PROMO CALENDAR/ SEPT

ALTHOUGH THIS RARELY HAPPENS, THE ATTACHED PROMOTIONAL CALENDAR FOR SEPTEMBER '98 HAS BEEN REVISED! PLEASE REPLACE YOUR SEPTEMBER PAGE WITH THE ATTACHED.

THE ONLY CHANGES ARE AS NOTED:

- * INCORRECT PARTNERS REPORTING WAS ENTERED FOR THE 2 DORAL JACKPOT PROMOS (VAP-CTS AND SUPERMARKET).
- * ADDED SLEEVE UPC # TO BOTH THESE PROMOS

JUDY

CC: MacWilliams, Lori

CC: To: S/Reps
E Mail
cc: R/Reps
R Myers

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